The major media companies must be reminded that the airwaves that they broadcast over belong to the public at large, not to themselves. Allowing them to dictate what 'content' may, or may not, be recorded by those watching is counter to this philosophy. It is also counter to the philosophy upon which US Copyright law is based: that no 'content' is developed in a vacuum, and is instead derived from the world around us. The permanent ownership of that distillation of public ideas is abhorrent, and instead the public permits the creator a limited time in which to profit from its creation before being returned to the public for its own use. Doesn't the doctrine of fair-use matter to anyone anymore?